

Cindy Cox

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ND-2009-1-C

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February 27, 2009

Mr. Charles L.A. Terreni Chief Clerk/Administrator Public Service Commission of South Carolina 101 Executive Center Drive Columbia, South Carolina 29210 Posted:

Dept: 🚣

Date: \_c

Time: 3.40

Dear Mr. Terrini:

I am writing to advise the Commission of a new, environmentally-friendly option that will allow customers to ask AT&T South Carolina not to deliver printed telephone directories, or to deliver fewer printed telephone directories, to them. Customers who do not affirmatively make such a request will continue receiving telephone directories from us.

We intend to advise customers of this option by modifying all customer guide pages beginning with directories published in April 2009. These pages currently provide a toll free telephone number for customers to request additional directories, and they will be modified to also provide a toll free number for customers to request the delivery of fewer or no printed directories. We also intend to begin accepting these requests via the Internet in the near future.

This new option addresses important environmental concerns without adversely affecting any customer's ability to continue receiving printed directories. This option, which could reduce the number of printed directories, complements our long-standing commitment to recycling telephone directories, and it honors the commitment AT&T Advertising Solutions made when agreeing to the industry's Joint Environmental Guidelines established by the Yellow Pages Association and the Association of Directory Publishers.

Again, all new and existing customers will continue to receive a directory unless they affirmatively submit a request to halt future deliveries.

Yours very truly,

**Executive Director** 

Couds, Cox

FEB 27 2009

RECEIVED

PSC SC DOCKETING DEPT.

ce: Dawn Hipp, OBS

D. -- U.S. -

STATE OF SOUTH CAROLINA	)	
	)	CERTIFICATE OF SERVICE
COUNTY OF RICHLAND	)	

The undersigned, Nyla M. Laney, hereby certifies that she is employed by the Legal Department for AT&T South Carolina ("AT&T") and that she has caused AT&T South Carolina's Letter dated February 27, 2009 to be served by the method indicated below upon the following this February 27, 2009:

Florence P. Belser, Esquire Office of Regulatory Staff 1401 Main Street, Suite 900 Columbia, SC 29201 (Electronic Mail)

F. David Butler, Esquire General Counsel S. C. Public Service Commission Post Office Box 11649 Columbia, South Carolina 29211 (PSC Staff) (Electronic Mail)

Jocelyn G. Boyd, Esquire Staff Attorney S. C. Public Service Commission Post Office Box 11649 Columbia, South Carolina 29211 (PSC Staff) (Electronic Mail) Joseph Melchers Chief Counsel S.C. Public Service Commission Post Office Box 11649 Columbia, South Carolina 29211 (PSC Staff) (Electronic Mail)